



PATENT
Docket No.: 12031/1

Col
\$

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventors : Ari ROSENBERG
Serial No. : 09/846,431
Filed : 30 April 2001
Patent No. : 7,089,195 B2 - Issued 08 August 2006
For : **SYSTEM AND METHOD FOR THE PRESENTATION OF
ADVERTISEMENTS**

COMMISSIONER FOR PATENTS
Customer Service Window
Randolph Bldg.
401 Dulany Street
Alexandria, VA 22314

Certificate

JAN 25 2007

of Correction

REQUEST FOR CERTIFICATE OF CORRECTION
PURSUANT TO 37 C.F.R. §1.322 & §1.323

SIR:

Applicant hereby requests that the enclosed Certificate of Correction be issued for the above Patent under authority of 35 USC §§ 254 and 255.

The changes represent correction of grammatical or typographical errors and omissions of reference numerals.

Please charge Deposit Account No. 11-0600 in the amount of \$100.00 to cover the fee under 37 C.F.R. 1.20(a). A copy of this sheet is enclosed for that purpose.

Respectfully submitted,

Dated: 22 January 2007

Shawn W. O'Dowd
(Reg. No. 34,687)

KENYON & KENYON LLP
1500 K Street, N.W., Suite 700
Washington, D.C. 20005

(202) 220-4200

01/23/2007 SZEWDIE1 00000166 110600 7089195

01 FC:1011 100.00 DA

JAN 26 2007

UNITED STATES PATENT AND TRADEMARK OFFICE
CERTIFICATE OF CORRECTION

PATENT NO : 7,089,195 B2
DATED : 08 August 2006
INVENTOR(S) : Ari ROSENBERG

It is certified that error appears in the above-identified patent and that said Letters Patent are hereby corrected as shown below:

In the Title Page, under "OTHER PUBLICATIONS", second line,
after "PR Newswire," insert --New York,--.

<u>Column</u>	<u>Line</u>	
3	36	After "message" delete "based".
6	8	After "based" insert --on--.
8	29	Change "On" to --One--.
10	45	After "owner" insert --150--.
11	58	After "Seller" insert --110--.
11	61	After "Seller" insert --110--.
11	65	After "Viewers" insert --130--.
11	66	After "Viewer's" insert --130--.
12	3	After "Viewer" insert --130--; after "Seller" insert --110--.

Patent No. 7,089,195 B2

MAILING ADDRESS OF SENDER: Shawn W. O'Dowd
KENYON & KENYON LLP
1500 K Street, NW
Washington, DC 10005-1257

This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

JAN 26 2007